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**From:** Lopez, Peter [lopez.peter@epa.gov]  
**Sent:** 7/17/2020 12:52:00 PM  
**To:** Byck, Sabina [Byck.Sabina@epa.gov]  
**CC:** Mugdan, Walter [Mugdan.Walter@epa.gov]; Kopec, Slawomir [kopec.slawomir@epa.gov]; Soltani, Beth [Soltani.Beth@epa.gov]; Hickey, Maureen [Hickey.Maureen@epa.gov]; Mears, Mary [Mears.Mary@epa.gov]; R2 Social Media Team [R2\_Social\_Media\_Team@epa.gov]  
**Subject:** Re: For RA Review: R2 Social Media Content for 7/20 - 7/24

Good morning my friend.

This is good to go. Thank you.

Sincerely,  
Pete

Peter D. Lopez  
Regional Administrator - R2  
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New York, NY 10007-1866  
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Ex. 6 Personal Privacy (PP)

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On Jul 16, 2020, at 9:44 AM, Byck, Sabina <Byck.Sabina@epa.gov> wrote:

Hi Pete,

Please see below for next week's social media content for your review.

Thanks,  
Sabina

Monday - July 20, 2020: Reduce Waste and Landfills / EPA's CREAT tool / Brownfield Virtual Conference

Tuesday - July 21, 2020: Curbside Recycling / Reduce Food Waste /

Wednesday - July 22, 2020: EPA's UV Index Mobile App / Riverside Superfund Site PRAP Release

Thursday - July 23, 2020: Unimatic Virtual Public Meeting / Superfund Overview

Friday - July 24, 2020: State of the Great Lakes Report / Harmful Algal Bloom (HAB) mapping tool / Barnegat Bay webinar

TOPIC	POST DATE	MESSAGE
Cleaning up Our Nation's Land	Monday - July 20, 2020	<b>Twitter:</b> As EPA celebrates our progress with cleaning our nation's land, Region 2 NY, NJ, PR, and USVI to reduce waste, recycle when possible, and rethink material individual acts create cleaner land and better health.

Reduce Waste and Landfills		<p><b>Facebook:</b> As EPA celebrates our progress with cleaning up our nation's land, Reg remind everyone in NY, NJ, PR, and USVI to reduce waste, recycle when possible, material use. Our small individual acts create cleaner land and better health. Check reduce waste and play your part in cleaning up our nation's land by visiting: <a href="https://www.epa.gov/sites/production/files/2019-11/documents/msw_infographic_with_2017_data_nov_2019.pdf">https://www.epa.gov/sites/production/files/2019-11/documents/msw_infographic_with_2017_data_nov_2019.pdf</a></p>
NY/NJ Harbor and Estuary Program: CREAT tool	Monday - July 20, 2020	<p><b>Twitter:</b> #DYK EPA has a Climate Resilience Evaluation and Awareness Tool (CREAT) to understand long-term weather conditions and adapt to extreme weather events. Our @harborestuary are using the tool to help #CSO communities in #NJ. Learn more at <a href="http://www.epa.gov/crwu/creat-risk-assessment-application-water-utilities">www.epa.gov/crwu/creat-risk-assessment-application-water-utilities</a></p> <p><b>Facebook:</b> EPA has a Climate Resilience Evaluation and Awareness Tool (CREAT) that helps utilities adapt to extreme weather events by better understanding current and long-term weather conditions. The application of CREAT can be applied more broadly to water utilities, wastewater treatment plants and drinking water treatment plants, as well as to other applications such as Combined Sewer Overflows (#CSOs). Our partners at NY/NJ Harbor and Estuary Program are using the tool to help communities in NJ reduce climate-related threats. Learn more about the tool here: <a href="http://www.epa.gov/crwu/creat-risk-assessment-application-water-utilities">www.epa.gov/crwu/creat-risk-assessment-application-water-utilities</a></p>
Brownfield webinar	Monday - July 20, 2020	<p><b>Twitter:</b> On July 21-22, the Brownfield Coalition of the Northeast will host the 2020 Sustainable Communities Workshop. The 2-day virtual conference will identify sustainable strategies for revitalizing communities and brownfields. Register at <a href="http://www.brownfieldcoalitionne.org/event-3667273">www.brownfieldcoalitionne.org/event-3667273</a></p> <p><b>Facebook:</b> On July 21 and 22, the Brownfield Coalition of the Northeast will host the 2020 Sustainable Communities Workshop. The 2-day virtual conference will identify sustainable strategies for revitalizing communities and brownfields. The event offers keynotes and presentations by leading experts and government officials on the issues impacting the brownfield industry during these unprecedented times. Participants can communicate with top industry leaders and network with stakeholders in brownfields redevelopment within the northeast. Register at <a href="http://www.brownfieldcoalitionne.org/event-3667273">www.brownfieldcoalitionne.org/event-3667273</a></p>
Cleaning up Our Nation's Land Woodbury NJ Recycling	Tuesday - July 21, 2020	<p><b>Twitter:</b> #DYK Woodbury, NJ was the first US-city to offer curbside recycling? This program like this has contributed to our progress with tripling recycling rates across the nation. Check the facts and figures here: <a href="http://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/overview-facts-and-figures-materials#R&amp;Ctrends">www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/overview-facts-and-figures-materials#R&amp;Ctrends</a></p> <p><b>RETWEET:</b> #TransformationTuesday: In 1980, Woodbury, NJ became the first city to offer curbside recycling. Today, recycling programs can be found across the country. Woodbury's recycling rate is more than 35 percent! #EPAat50 #ReduceReuseRecycle <a href="https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/overview-facts-and-figures-materials#R&amp;Ctrends">https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/overview-facts-and-figures-materials#R&amp;Ctrends</a></p> <p><a href="https://twitter.com/EPAland/status/1280590482385571845?s=20">https://twitter.com/EPAland/status/1280590482385571845?s=20</a></p>

		<p><b>Facebook:</b> Did you know Woodbury, NJ, was the first city in the United States to curbside recycling? In 1980, Woodbury became the first city to provide curbside recycling. Thousands of recycling programs can be found across the country and have contributed to our progress with increasing recycling rates from 10 percent to over 35 percent nationwide. Find more here: <a href="http://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/national-and-figures-materials#R&amp;Ctrends">www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/national-and-figures-materials#R&amp;Ctrends</a></p>
<p>Cleaning up Our Nation's Land: Reduce Food Waste</p>	<p>Tuesday - July 21, 2020</p>	<p><b>Twitter:</b> #DYK that in NY state alone almost 4 million tons of food ends up in landfills each year. Learn ways to reduce food waste, protect public health, and save money here: <a href="https://www.epa.gov/recycle/reducing-wasted-food-home">https://www.epa.gov/recycle/reducing-wasted-food-home</a></p> <p>EPALand RETWEET: #EPAat50 Since EPA was founded in 1970, the nation's waste has more than tripled. But that still means most waste is ending up in landfills instead of being recycled. For tips on how to reduce food waste at home, go to <a href="http://epa.gov/recycle/reduce">epa.gov/recycle/reduce</a></p> <p><a href="https://twitter.com/EPALand/status/1281656568426176513?s=20">https://twitter.com/EPALand/status/1281656568426176513?s=20</a></p> <p><b>Facebook:</b> #DYK that in NY state alone almost 4 million tons of food ends up in landfills each year?! By reducing food waste, we can save money, reduce methane emission, conserve resources, and support communities with food insecurity. Learn ways to reduce food waste here: <a href="https://www.epa.gov/recycle/reducing-wasted-food-home">https://www.epa.gov/recycle/reducing-wasted-food-home</a></p>
<p>UV Safety Month EPA's UV Index Mobile App</p>	<p>Wednesday - July 22, 2020</p>	<p><b>Twitter:</b> NY, NJ, PR, and USVI - as summer turns up the heat, don't fall victim to a summertime fine. Download the free UV Index mobile app created by EPA to know which areas will be hottest and UV rays the highest: <a href="http://www.epa.gov/enviro/uv-index-mobile-app">www.epa.gov/enviro/uv-index-mobile-app</a> #SummerTimeFine #UVSafetyMonth</p> <p><b>HQ RETWEET:</b> The Dept. of Health and Human Services has named July as Sun Safety Month. The sun's UV rays can damage your skin in as little as 15 minutes. Check out the new UV Index mobile app to help protect yourself and your family from the harmful effects of UV rays. <a href="https://t.co/Gr3C52Lp7B?amp=1">https://t.co/Gr3C52Lp7B?amp=1</a></p> <p><a href="https://twitter.com/EPA/status/1281679588687478785?s=20">https://twitter.com/EPA/status/1281679588687478785?s=20</a></p> <p><b>Facebook:</b> NY, NJ, PR, and USVI - as summer turns up the heat, don't fall victim to a summertime fine by using the free UV Index mobile app created by EPA to know which areas will be hottest and UV rays the highest. The Ultraviolet (UV) Index predicts the ultraviolet radiation levels on a 1-11+ scale and provides a daily forecast of the expected intensity of UV radiation from the sun. Download here: <a href="http://www.epa.gov/enviro/uv-index-mobile-app">www.epa.gov/enviro/uv-index-mobile-app</a> #ThankUsLate #SummerTimeFine #UVSafetyMonth</p>
<p>Cleaning up Our Nation's Land</p>	<p>Wednesday - July 22, 2020</p>	<p><b>Twitter:</b> Public comments are now being accepted on our proposed cleanup plan to address groundwater and sediment contamination at the Riverside #Superfund Site in New Jersey. Join us at our virtual public meeting on August 6th at 6:00pm! More info here: <a href="#">[link]</a></p>

Riverside Superfund Site Proposed Remedial Action Plan (PRAP) Press Release		<p><b>Facebook:</b> Public comments are now being accepted on our proposed cleanup plan spill into the Passaic River near the Riverside Industrial Park #Superfund Site in New Jersey. The proposed plan includes the implementation of institutional controls and monitoring to eliminate the immediate threats of the oil spill. We are proposing the action to protect human health and the environment at the site, and want to create space for community members to ask questions or voice concerns about the proposal. A virtual public meeting on our proposed plan will be held on August 6th, 2020 from 6:00pm – 8:00pm EST. To learn more about the proposed plan and register for the virtual public meeting, visit the site page at <a href="http://www.epa.gov/superfund/riverside-industrial">www.epa.gov/superfund/riverside-industrial</a></p>
Cleaning up Our Nation's Land Unimatic Virtual Public Meeting tonight from 6:00pm-8:00pm	Thursday - July 23, 2020	<p><b>Twitter:</b> The virtual public meeting to discuss the Proposed Plan for the Unimatic #Superfund Site will happen tonight from 6-8pm. To learn more about the site and join the virtual public meeting, visit the site's home page here: <a href="http://www.epa.gov/superfund/unimatic">www.epa.gov/superfund/unimatic</a></p> <p><b>Facebook:</b> The virtual public meeting to discuss the Proposed Plan for the Unimatic #Superfund Site will happen tonight from 6-8pm. The proposed plan includes the use of legal controls, institutional controls, and monitoring to prevent and reduce human exposure to contaminated groundwater, peat, and analysis of groundwater samples to verify that the level and extent of contamination is decreasing and the excavation and removal of contaminated sediment from drainage areas located near the site. With these combined actions, we are proposing the best course of action to protect human health and the environment from the polychlorinated biphenyl (PCB) contamination at this site over the long-term. To learn more about the proposed plan and participate in the virtual public meeting, visit the site's home page at <a href="http://www.epa.gov/superfund/unimatic">www.epa.gov/superfund/unimatic</a></p>
Cleaning up Our Nation's Land Superfund Overview	Thursday - July 23, 2020	<p><b>Twitter THREAD:</b></p> <ol style="list-style-type: none"> <li>1. &lt;!--[if !supportLists]--&gt;&lt;!--[endif]--&gt;In celebration of #EPAat50 and our progress with cleaning up the nation's land, we're highlighting the Superfund program. The Superfund program is responsible for cleaning the nation's most contaminated land and responding to environmental emergencies.</li> <li>2. &lt;!--[if !supportLists]--&gt;&lt;!--[endif]--&gt;Superfund's goals are to: 1. protect human health and the environment by cleaning up contaminated sites; 2. make responsible parties pay for cleanup work; 3. involve communities in the Superfund process; and 4. return Superfund sites to productive use.</li> <li>3. &lt;!--[if !supportLists]--&gt;&lt;!--[endif]--&gt;In Region 2, there are 219 superfund sites on the National Priority List (NPL). Learn more Superfund sites near you <a href="http://www.epa.gov/superfund/search-superfund-sites-where-you-live#community">www.epa.gov/superfund/search-superfund-sites-where-you-live#community</a></li> </ol> <p><b>Facebook:</b> In celebration of #EPAat50 and our progress with cleaning up the nation's land, we're highlighting the Superfund program. The Superfund program is responsible for cleaning up the nation's most contaminated land and responding to environmental emergencies. Superfund's goals are to: 1. protect human health and the environment by cleaning up contaminated sites; 2. make responsible parties pay for cleanup work; 3. involve communities in the Superfund process; and 4. return Superfund sites to productive use. In Region 2, there are 219 superfund sites on the National Priority List (NPL). Learn more Superfund sites near you <a href="http://www.epa.gov/superfund/search-superfund-sites-where-you-live#community">www.epa.gov/superfund/search-superfund-sites-where-you-live#community</a></p>
Lake Appreciation Month: State of the Great Lakes Report	Friday - July 24, 2020	<p><b>Twitter:</b> July is #LakeAppreciationMonth, and all day we are highlighting lakes and their natural resources in Region 2. The Great Lakes are so great, they inspired the Great Lakes Water Quality Agreement, a commitment between the Governments of Canada and the United States to protect the water's quality and aquatic ecosystem.</p> <p><b>THREAD:</b></p>

		<p>The "State of the Great Lakes Report" highlights the effectiveness of environmental policies to protect the lakes. While the trends are "fair" and "unchanging," there is still work to do to protect the fresh surface water supply. Learn more at <a href="https://binational.net/wp-content/uploads/2020/05/May-4.2020-2019-SOGL-FINAL.pdf">https://binational.net/wp-content/uploads/2020/05/May-4.2020-2019-SOGL-FINAL.pdf</a></p> <p><b>Facebook:</b> July is #LakeAppreciationMonth, and all-day, we are highlighting lakes. The Great Lakes contains one-fifth of the world's fresh surface water supply and is a source of drinking water for tens of millions of Canadians and Americans. The lakes are so important they inspired the Great Lakes Water Quality Agreement, a commitment between Canada and the United States to restore the water's quality and aquatic ecosystem. The latest "State of the Great Lakes Report" found that trends are "fair" and "unchanging," but there is still work to do to protect the fresh surface water supply. Learn more about how the Canadian and American Governments are cooperatively working to protect the Great Lakes here: <a href="https://binational.net/wp-content/uploads/2020/05/May-4.2020-2019-SOGL-FINAL.pdf">https://binational.net/wp-content/uploads/2020/05/May-4.2020-2019-SOGL-FINAL.pdf</a></p>
<p>Lake Appreciation Month: Harmful Algal Bloom (HAB) mapping tool</p>	<p>Friday - July 24, 2020</p>	<p><b>Twitter:</b> Interested in the fight against harmful algae blooms? Check out NJ's new Harmful Algal Bloom (HAB) interactive mapping tool, which helps lake communities stay informed about blooms occurring across NJ and protect public health: <a href="https://njdep.maps.arcgis.com/apps/opsdashboard/index.html#/49190166531d4e5a8">https://njdep.maps.arcgis.com/apps/opsdashboard/index.html#/49190166531d4e5a8</a></p> <p><b>NJDEP RETWEET:</b> One of DEP's top priorities is to revitalize New Jersey's lakes and protect public health. The new Harmful Algal Bloom (HAB) interactive mapping tool helps lake communities better protect public health &amp; keep the public informed about blooms occurring across NJ (1/2)</p> <p><a href="https://twitter.com/NewJerseyDEP/status/1275837988581322759">https://twitter.com/NewJerseyDEP/status/1275837988581322759</a></p> <p><b>Facebook:</b> Interested in learning more about harmful algae blooms in your community? New Jersey has a new Harmful Algal Bloom (HAB) interactive mapping tool to help lake communities stay informed about blooms occurring across New Jersey to protect public health. Check it out here: <a href="https://njdep.maps.arcgis.com/apps/opsdashboard/index.html#/49190166531d4e5a8">https://njdep.maps.arcgis.com/apps/opsdashboard/index.html#/49190166531d4e5a8</a></p>
<p>Lake Appreciation Month: Barnegat Bay [NJ] webinar series</p>	<p>Friday - July 24, 2020</p>	<p><b>Twitter:</b> The "Ask a Barnegat Bay Scientist" webinar series is open, free, and virtual. Join us for the bay's state during the next meeting, Tuesday, July 28, at 7pm EST with Dr. Christopher Thompson on the "Tuckerton Oyster Reef." Register at: <a href="http://www.barnegatbaypartnership.org/ask-a-scientist-summer-webinars/">www.barnegatbaypartnership.org/ask-a-scientist-summer-webinars/</a></p> <p><b>Facebook:</b> Curious about what scientists are studying and finding in the Barnegat Bay? Join us every other Tuesday at 7pm for a new webinar series, "Ask a Barnegat Bay Scientist." These webinars are free, virtual, and interactive. The next meeting is Tuesday, July 28 at 7pm EST with Dr. Christopher Thompson of Stockton University about the "Tuckerton Oyster Reef." Learn more at <a href="http://www.barnegatbaypartnership.org/ask-a-barnegat-bay-scientist-summer-webinars/">www.barnegatbaypartnership.org/ask-a-barnegat-bay-scientist-summer-webinars/</a></p>